



**WEWS**

# ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision      **311279 /**      Product      **Week # 7 9.18-9.24 Schedule B**

Original Date / Revision      Agency Com      15%

09/17/12    09/17/12      Billing Contact

Advertiser **Brown / Democrat / Senate -**  
**1831 Chestnut Street**  
**Philadelphia, PA 19103**

Agency    **Shorr Johnson Magnus**

Buying Contact  
**1831 Chestnut Street**  
**Philadelphia, PA 19103**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep      00:20:00  
Estimate #      **Week # 7 Schedule B**

Alt Order #  
Billing Type      Cash  
Order Type      GENERAL  
Billing Cycle      EOM/EOC  
Billing Calendar BROADCAST  
Demographic    A35+  
Rev Codes      POL      POL      CAND  
Product Codes PL  
Priority      P-2  
Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 40575

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	32	\$34,488.75	\$40,575.00	0.00	08/27/12	09/24/12	32	\$34,488.75	\$40,575.00
<b>Totals</b>	<b>32</b>	<b>\$34,488.75</b>	<b>\$40,575.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$500.00	P-2	0.00	NM	5	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$500.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$600.00		0.00			
N 2	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	5	\$2,350.00



**WEWS**

Print Date: 09/19/12

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Contract / Revision      **311279**      Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision    09/17/12/    09/17/12

Order Sep    00:20:00

Advertiser    **Brown / Democrat / Senate**    Product **Week # 7 9.18-9.24 Schedule**    Estimate #    **Week # 7 Schedule B**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	5	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$450.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$550.00		0.00			
N 3	WEWS	09/18/12	09/24/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	5	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$700.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$800.00		0.00			
N 4	WEWS	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$1,100.00	P-2	0.00	NM	5	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$1,100.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$1,300.00		0.00			
N 5	WEWS	09/18/12	09/24/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	5	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$850.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$950.00		0.00			
N 6	WEWS	09/18/12	09/24/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$14,000.00		0.00			
N 7	WEWS	09/18/12	09/24/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-F-S					3	\$2,200.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 8	WEWS	09/18/12	09/24/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$650.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 9	WEWS	09/18/12	09/24/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$500.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 10	WEWS	09/18/12	09/24/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	-TWTF--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					1	\$225.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
<b>Totals</b>														<b>32</b>	<b>\$40,575.00</b>